

MARATHON / MSKCC NEWS

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NEW YORK CITY
MARATHON

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MEMORIAL SLOAN-KETTERING
CANCER CENTER

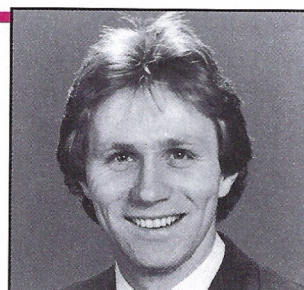


**GRETE
WAITZ**

"The winners of the race will be all of us. Every step we take will bring us closer to victory against cancer."

**EAMONN
COGLAN**

"This is my first marathon... and running to help support cancer research makes it even more meaningful to me."



"Going the distance" for cancer research

Many of the marathon runners this year will have a special spring in their step as they run the 26.2 mile course — because they'll be running to help save lives.

The 1991 New York City Marathon is dedicated to raising funds for vital cancer research at New York's Memorial Sloan-Kettering Cancer Center, one of the leading institutions of its kind in the world. All runners are urged to get friends, relatives and colleagues to sponsor their runs at \$1... \$2... \$5... or more per mile.

9-time women's winner Grete Waitz and Eamonn Coghlan, world record holder in the indoor mile, are the designated V.I.P. marathon runners. They will be enlisting support from the general public to help fight cancer.

Fred Lebow, the Founding Director of the Marathon who began treatment at Memorial Sloan-Kettering for a brain tumor approximately eighteen months ago, is lavish in his praise for the cancer research and treatment institution. "Memorial Sloan-Kettering is very special to me," he said, "the treatment I've received there is the reason I'm alive today."

"A couple of weeks ago I was in Staten Island for their half-marathon," Fred continued. "I wanted to run just four miles, and skip the rest of the race — but for some reason I kept running... five miles... six miles... seven miles... and before I knew it, I finished the half-marathon in two hours and twenty-seven minutes! It's the counsel and treatment I've received at this hospital that made this possible."

Some tips on getting sponsors...

- Tell all your friends at work and at social gatherings that you're running the marathon to help support cancer research.
- Try to start your pledge form off with pledges of \$2... \$3... or more per mile. This will "set the pace" for those to follow.
- If possible, collect the donations from your sponsors as soon as they sign up. This will save you the time and effort of contacting them after the race to collect their checks.



Memorial Sloan-Kettering:

New breakthroughs, new hope

New scientific insights at Memorial Sloan-Kettering are continually improving our ability to help people with cancer. Today, novel methods of treatment are being developed, traditional approaches are being refined, and sophisticated combinations of therapy are bringing about more cures.

Memorial Sloan-Kettering has been a leader in the design of new biotechnology tools that are transforming the diagnosis and treatment of cancer. Many of the most important new developments in cancer treatment — innovations that are changing the outlook for patients with a variety of cancers — have come with remarkable speed as researchers learn to genetically manipulate cancer cells, antibodies, and the hormones that modulate their activity.

For example, a growth factor that enhances the development and activity of human blood cells, identified by MSK scientists only a few years ago, is now being used with dramatic success. With your help, Memorial Sloan-Kettering will continue to make new strides against cancer.



A grateful Fred Lebow poses with Dr. Jerome Posner and Dr. Lisa DeAngelis, the physicians who have helped him overcome cancer and return to the sport he loves: running!

LETTERS *Victory over cancer*

Todd Aiken, M.B.A. candidate at the Columbia Business School and an avid mountain climber, writes, "I would like to thank Fred Lebow again for the New York marathon! If I had not had such a strong desire to run in the 1990 race, I probably would have waited to see the doctor and my cancer would have metastasized. For me, the 1990 race did stop cancer." Todd had to defer his entrance until this year's race. Today he says, "If you have cancer, climb a mountain — it helped me — just climb, climb, climb!"

John J. Richter had his left kidney removed due to cancer at age five. Today, the 27-year-old is training for the New York City Marathon. "No matter what physical, emotional or whatever challenges one experiences, you can overcome and strive to accomplish anything you set out for." It's been 13 years since his doctors told him to live a happy, normal life, but he really wants to reassure the thousands still fighting. "Never give up! Keep the faith! We're all pulling for you!"

In April of 1989, Scott Nanfelt ran his first marathon in Boston just one year after having surgery to remove a brain tumor the size of a baseball. He says at the time of the surgery he was less concerned about dying than becoming completely helpless. "Every now and then you pick up the newspaper and read about people who have died from what I had. That affects you." Now, two and a half years later, he is preparing to run the New York City Marathon.

"Each run has a little sigh and thank you," says Susie K. Silberman, a 42-year-old who was diagnosed with colon cancer at the age of 16. "I don't know who or what I'm thanking, but to have the strength to run all the miles I do (and love so fully) after all the tests, operations, and drugs my body has experienced... I can't believe it's me running. What a miraculous gift I've been given." Now, as she trains for the New York City Marathon, she says, "Never in my wildest dreams would I have expected this to become a part of my history."